

# CASEstudy<sup>HUB</sup>



HARTSFIELD-JACKSON ATLANTA

International Airport



## PROBLEM STATEMENT

The continued growth in air travel each year has caused increasing vehicle congestion around passenger terminals.

**Hartsfield-Jackson Atlanta International Airport (ATL)**, the world's busiest passenger airport, needed to implement an advanced and more efficient Parking Revenue Control System for its new international terminal parking and a Ground Transportation System for both the domestic and the international terminals.

The airport is located 11 km south of the central business district in the State of Georgia. It has **209 domestic and international gateways** and occupies a total of **1,902 hectares**.

The airport has an international service throughout North America, as well as in other continents such as South America, Central America, Africa or Asia. However, nearly one million flights run through the United States, as it is **the most widely used airport for passenger transportation in the south-western United States**.



## BACKGROUND

With the **Federal Aviation Administration** forecasting that international traffic will increase by more than 30 percent over the next four years — to 13 million in 2015 — the new terminal needed a solution to support the ever-changing needs of airline partners and customers for years to come. During peak times, parking proved to be particularly challenging and dissatisfaction was on the rise due to technological shortcomings.

Furthermore, every day about **7,000 commercial vehicles** drive through the Ground Transportation area and it was necessary to streamline control functions and improve the efficiency of operations.

With a wide range and typology of parking facilities spread across the terminals as well as multiple challenges, the Airport Organization needed a new advanced solution to improve efficiency and ease of management, enhance safety, security, and customer service.

Airport planners conducted thorough market research before selecting **HUB Parking Technology** as its reputable parking solutions supplier possessing a competent presence in the local market and the ability to provide swift response times.





## CLIENT REQUIREMENTS

■ **A state-of-the-art, stable and scalable parking revenue control system** which could ensure an easy introduction of future expansions of the computing hardware and software platform and substitute their old equipment

- New software solution needed: a flexible web-based, real-time Parking Management System, accessible anytime and anywhere from any web-connected device
- Ground Transportation System: optimize curbside space, generate new revenue and improve service
- **Reservation system for reservation and pre-payment**
- **Gold Lot Web System** for Frequent Travelers and mobile License Plate Recognition (LPI)
- Space Count System: monitor **real-time space availability** anytime and monitor multiple lots simultaneously
- Adjust parking rates according to peak demands to **maximize profit and track historic lot utilization trends** for future planning
- **VMS**: efficient solutions for parking information and guidance, both for airport visitors at the International Terminal Parking Facilities and for taxi, van and limo drivers in the Ground Transportation Commercial Vehicle Holding Lot
- **Pay-In-Lane Stations** and conveniently located automated Pay-on-Foot Pay Stations providing faster payment processing, both in the **International Parking Facilities and in the Ground Transportation area**
- Grant a seamless parking experience for users and **save time** for visitors to find a parking spot



## RESULTS

**HUB Parking Technology** deployed a web-based, highly configurable and flexible software solution to meet the specific needs of **Atlanta International Airport** and simplify the management of their parking facilities. HUB's management system allows the parking manager to very easily manage all the equipment located in

several lots, as well as the Ground Transportation Area from one centralized control panel in the parking office. A Ground Transportation System (GTS) was implemented both, in the Domestic and the International Terminals, to dispatch, monitor, track, control, charge fees and record commercial vehicle operations.

Vehicles are associated with access media, including AVI transponders and proximity cards, which are utilized to authenticate and subsequently bill/charge an account.

**The shift to this system dramatically improved the automated dispatching processes**, the management and control of on-demand Taxi, Limousine services and Charter Buses and the operators' access throughout the airport. The system also provides **Ad Hoc reporting**, monitoring of capacity at any given time and it eliminates driver's pass and enforcement inefficiencies. Consequently, customer service improved by increasing security levels and providing guaranteed taxi availability. Another crucial feature developed was the Online Reservation System which enables patrons to **reserve and pre-pay** for airport parking through a secure PCI-Compliant application. The operator is paid in advance, has full visibility on future pre booking activity in advance of arrivals and is able to offer flexible rates according to demand, enabling new revenue streams. The patrons use their **credit card for entry and exit** and can experience hassle free parking and a premium quality of service: it's faster, easier, convenient — and most importantly— guaranteed parking upon arrival.

**HUB** also developed a premier parking application for the **Gold Reserve Parking**. Frequent travelers can sign up to guarantee entry into a specific parking area that is convenient to the terminal. They have an AVI transponder in their car, so they do not need to stop for tickets. It is a debiting system that can be replenished and managed by the parking patron. **Simple, easy, fast, convenient.**

Besides In-Lane LPR at the entry and exit lanes, additional mobile license plate recognition units are deployed in the Domestic Terminal Parking areas to facilitate the capture of license plate data for inventory and audit purposes. This increases the ability of the Parking Management Firm to perform timely and useful inventory control data acquisition, and improves customer service (help clients find their car) and revenues (in case of lost or swapped tickets). In order to provide increased traffic throughput, the system has been enhanced with the addition of Pay-In-Lane Station technology to collect parking fees in certain exit plaza lanes. A very efficient VMS System was also developed, allowing not only to reduce search time and facilitate orientation, but also to improve traffic flows and reduce vehicle emissions. A count system displays the number of spaces available on each of the floors of the International Parking Garages. The data and reporting is available on the Management System network workstations for Parking Management's and Administration usage. HUB also provides support **24 hours a day**, throughout the year, on site.

